

What is claimed is:

1. A method of attracting customers in a bulletin board supplied from a server connected to a plurality of clients, comprising the step of:

giving a client a predetermined benefit  
5 depending on the level of a reaction from another client with respect to an article which has been contributed to the bulletin board by said client.

2. A method of attracting customers in a bulletin board, comprising the steps of:

storing an article contributed to a bulletin board supplied to a client in a server from a  
5 plurality of clients;

supplying the article stored in the server to another client; and

giving the client which has contributed the article a predetermined benefit depending on the  
10 level of a reaction from said other client with respect to said article.

3. A method according to claim 1, wherein said reaction from the other client serves as a criterion to give the client said benefit

comprises an evaluation made by said other client  
5 with respect to said article.

4. A method according to claim 2, wherein  
said reaction from the other client serves as a  
criterion to give the client said benefit  
comprises an evaluation made by said other client  
5 with respect to said article.

5. A method according to claim 3, wherein  
said criterion to give the client said benefit  
comprises a quantitative value depending on the  
number of answers from clients which have  
5 evaluated the article.

6. A method according to claim 4, wherein  
said criterion to give the client said benefit  
comprises a quantitative value depending on the  
number of answers from clients which have  
5 evaluated the article.

7. A method according to claim 3, wherein  
said evaluation made by said other client with  
respect to said article comprises a multivalued  
quantitative value.

8. A method according to claim 4, wherein said evaluation made by said other client with respect to said article comprises a multivalued quantitative value.

9. A method according to claim 3, further comprising the step of:

giving said other client which has evaluated the article contributed to the bulletin board,  
5 said benefit depending on the number of times that said evaluation has been entered.

10. A method according to claim 4, further comprising the step of:

giving said other client which has evaluated the article contributed to the bulletin board,  
5 said benefit depending on the number of times that said evaluation has been entered.

11. A method according to claim 9, further comprising the step of:

giving said benefit to clients, among said plurality of clients, which have entered said  
5 evaluation a number of times which is equal to or greater than a predetermined number.

12. A method according to claim 10, further comprising the step of:

giving said benefit to clients, among said plurality of clients, which have entered said evaluation a number of times which is equal to or  
5 greater than a predetermined number.

13. A method according to claim 5, further comprising the steps of:

totaling said quantatitive value over a predetermined period; and

5 giving said client said benefit depending on the totaled quantatitive value.

14. A method according to claim 6, further comprising the steps of:

totaling said quantatitive value over a predetermined period; and

5 giving said client said benefit depending on the totaled quantatitive value.

15. A method according to claim 5, further comprising the steps of:

evaluating the article by voting for or against the article; and

5 giving said client said benefit depending on  
the number of votes for the articles from the  
clients.

16. A method according to claim 6, further  
comprising the steps of:

evaluating the article by voting for or  
against the article; and

5 giving said client said benefit depending on  
the number of votes for the articles from the  
clients.

17. A method according to claim 1, wherein  
said benefit comprises points that can be added.

18. A method according to claim 2, wherein  
said benefit comprises points that can be added.

19. A method according to claim 1, further  
comprising the step of:

placing information other than the article  
contributed by the client on the bulletin board.

20. A method according to claim 2, further  
comprising the step of:



displaying an evaluation of an article which  
5 has been contributed to the bulletin board by a  
client, by another client.

26. A method of attracting customers in a  
bulletin board, comprising the steps of:

storing an article contributed to a bulletin  
board supplied to a client in a server from a  
5 plurality of clients;

supplying the article stored in the server to  
another client; and

displaying an evaluation of said article by  
another client.

27. A method according to claim 25, further  
comprising the step of:

displaying the number of points assigned to  
said client depending on the evaluation by the  
5 other client of the article which has been  
contributed to the bulletin board by said client.

28. A method according to claim 26, further  
comprising the step of:

displaying the number of points assigned to  
said client depending on the evaluation by the

5 other client of the article which has been  
contributed to the bulletin board by said client.

29. A system using a bulletin board,  
comprising:

a plurality of clients;

an information transmitting server connected  
5 to said clients via the Internet, for supplying a  
bulletin board to said clients and giving a client  
a predetermined benefit depending on the level of  
a reaction from another client with respect to an  
article which has been contributed to the bulletin  
10 board by said client; and

a customer information managing server for  
managing information of the clients including said  
benefit.

30. A system according to claim 29, wherein  
said reaction from the other client serves as a  
criterion to give the client said benefit  
comprises an evaluation made by said other client  
5 with respect to said article.

31. A system according to claim 29, wherein  
said criterion to give the client said benefit  
comprises a quantitative value depending on the



number of answers from clients which have  
5 evaluated the article.

32. A system according to claim 30, wherein  
said evaluation made by said other client with  
respect to said article comprises a multivalued  
quantitative value.

33. A system according to claim 30, wherein  
said information transmitting server comprises  
means for giving said other client which has  
evaluated the article, said benefit depending on  
5 the number of times that said evaluation has been  
entered.

34. A system according to claim 33, wherein  
said information transmitting server comprises  
means for giving said benefit to clients, among  
said plurality of clients, which have entered said  
5 evaluation a number of times which is equal to or  
greater than a predetermined number.

35. A system according to claim 31, wherein  
said information transmitting server comprises  
means for totaling said quantitative value over a  
predetermined period, and giving said client said

5 benefit depending on the totaled quantatitive value.

36. A system according to claim 30, wherein said information transmitting server comprises means for rejecting an evaluation of said article from the client which has contributed the article.

37. A system according to claim 36, wherein said information transmitting server comprises means for rejecting an evaluation of the same article from the same client.

38. A system according to claim 32, wherein said other client comprises means for evaluating the article by voting for or against the article, and said information transmitting server comprises  
5 means for giving said client said benefit depending on the number of votes for the articles from the clients.

39. A system according to claim 29, wherein said information transmitting server comprises means for giving said client points that can be added as said benefit.

40. A system according to claim 29, wherein  
said information transmitting server comprises  
means for placing information other than the  
article contributed by the client on the bulletin  
5 board.

41. A system according to claim 29, wherein  
said information transmitting server comprises  
means for providing a plurality of bulletin boards  
for respective predetermined categories.

42. A system according to claim 29, wherein  
said information transmitting server comprises  
means for supplying a page with the bulletin board  
displayed therein in combination with a page for  
5 purchasing merchandise.

43. A system using a bulletin board,  
comprising:

a plurality of clients; and

an information transmitting server connected  
5 to said clients via the Internet, for supplying a  
bulletin board to said clients and displaying an  
evaluation of an article contributed by a client  
to said bulletin board by another client, on said  
client.

44. A system according to claim 43, wherein  
said information transmitting server comprises  
means for displaying, on said client, the number  
of points assigned to said client depending on the  
5 evaluation by the other client of the article  
which has been contributed to the bulletin board  
by said client.

45. A server connected to a plurality of  
clients via the Internet, for supplying a bulletin  
board to said clients and giving a client a  
predetermined benefit depending on the level of a  
5 reaction from another client with respect to an  
article which has been contributed to the bulletin  
board by said client.